

11/13

**SPEECH**

**TOBACCO CONFERENCE 1990**

**FORUM FOR PROFESSIONALS**

**MISSOURI COALITION ON SMOKING AND HEALTH**

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*pp 51-53 } Tabal, after deletion  
pp 66-84 } 30 min.*

**GREETINGS, ETC.**

**A THOUSAND AMERICANS WILL STOP SMOKING TODAY. . . .**

**THEIR FUNERALS WILL BE HELD WITHIN THE NEXT THREE OR  
FOUR DAYS.**

**THAT'S THE WAY I HAVE STARTED A NUMBER OF LECTURES ON  
SMOKING.**

**IT GETS PEOPLE'S ATTENTION.**

**I FEEL I HAVE TO SAY SOMETHING DRAMATIC TO GET THEIR  
ATTENTION.**

**■ I SHOULDN'T HAVE TO.**

**WHAT IS IT ABOUT TOBACCO THAT NUMBS THE AMERICAN  
PEOPLE?**

**IF ANYTHING ELSE KILLED 390,000 OF OUR FELLOW-CITIZENS  
EACH YEAR, THE PUBLIC WOULD DEMAND ACTION FROM OUR  
GOVERNMENT.**

**INSTEAD, TOBACCO HAS, FROM THE BEGINNING, BEEN CODDLED  
BY OUR GOVERNMENT.**

**THIS DISTINGUISHED AUDIENCE KNOWS ABOUT THAT, AND AS A  
PHYSICIAN AND FORMER PUBLIC HEALTH OFFICER, I DON'T  
WANT TO RAISE YOUR BLOOD PRESSURE --OR MAKE YOUR  
BLOOD BOIL-- BY REVIEWING THE SORRY STORY IN GREAT  
DETAIL.**

**BUT IN A FEW WORDS, I'LL REMIND YOU THAT TOBACCO HAS  
BEEN ASSOCIATED NOT ONLY WITH DISEASE AND DEATH, BUT  
ALSO WITH MONEY.**

**THAT, OF COURSE IS THE REASON FOR ITS SPECIAL TREATMENT.**

**TOBACCO WAS THE CASH CROP THAT FINANCED THE AMERICAN  
REVOLUTION --THOSE VIRGINIA PLANTERS FETCHED A GREATER  
RETURN FOR TOBACCO LEAVES THAN DID THE HARDY NEW  
ENGLANDERS FOR THEIR PUMPKINS.**

**CONGRESS HAS BEEN HELD HOSTAGE EVER SINCE.**

**DESPITE THE SINISTER ASSOCIATIONS, FIRST WITH SLAVERY, AND  
LATER WITH CANCER AND HEART DISEASE, AMERICAN TOBACCO  
HAS ENJOYED GOVERNMENT PROTECTION.**

**TOBACCO MONEY EXPLAINS THE RELUCTANCE OF CONGRESS TO  
TOLERATE ANY REGULATION OF TOBACCO, SO IT HAS BEEN  
DECLARED TO BE NEITHER A FOOD, NOR A DRUG, NOR A  
COSMETIC.**

**ANY SPEECH ON SMOKING BECOMES A "GOOD NEWS/BAD NEWS"  
STORY.**

**THE GOOD NEWS IS THAT WE ARE --AT LAST-- WINNING THE WAR  
AGAINST TOBACCO.**

**THE BAD NEWS IS THAT THERE ARE MANY BATTLES STILL TO FIGHT.**

**IN MY FINAL YEAR AS YOUR SURGEON GENERAL I WAS PRIVILEGED TO COMMEMORATE WITH A SPECIAL REPORT THE 25TH ANNIVERSARY OF THE FIRST SURGEON GENERAL'S REPORT ON SMOKING.**

**THAT FIRST, HISTORY-MAKING REPORT WAS TITLED "SMOKING AND HEALTH: THE REPORT OF THE ADVISORY COMMITTEE TO THE SURGEON GENERAL." IT WAS RELEASED TO THE PUBLIC ON JANUARY 11, 1964, BY THE LATE DR. LUTHER L. TERRY, A COURAGEOUS PHYSICIAN WHO WAS SURGEON GENERAL OF THE U.S. PUBLIC HEALTH SERVICE AT THAT TIME.**



**HOW MUCH DID WE REALLY KNOW IN 1964 ABOUT SMOKING AS A  
CAUSE OF CANCER?**

**AND HOW MUCH DO WE REALLY KNOW TODAY?**

**LET ME BEGIN BY OBSERVING THAT THE FIRST REPORT BY DR.  
TERRY**

**DID NOT INITIATE A RESEARCH PROGRAM LINKING SMOKING  
WITH MAJOR DISEASE CONDITIONS. SUCH RESEARCH WAS  
ALREADY GOING ON.**

**MEDICAL CONCERN ABOUT SMOKING DID NOT POP OUT OF NOWHERE IN 1964. LONG BEFORE THAT THERE WAS A CORE OF CONCERNED PHYSICIANS, ESPECIALLY CONCERNED ABOUT THE CLEAR CONNECTIONS BETWEEN LUNG CANCER AND SMOKING IN THEIR MALE PATIENTS.**

**DR. TERRY'S REPORT GAVE NEW ENERGY AND NEW DIRECTION TO AN ALREADY IMPRESSIVE RESEARCH EFFORT.**

**IN FACT, AS OF 1964 THERE WERE 7,000 ARTICLES IN THE WORLD BIOMEDICAL LITERATURE DEALING WITH THE LINKAGE BETWEEN SMOKING AND HEALTH.**

**AFTER REVIEWING THOSE RESEARCH PAPERS, THE SURGEON  
GENERAL'S ADVISORY COMMITTEE CAME TO THE FOLLOWING  
CONCLUSIONS ABOUT CIGARETTE SMOKING IN 1964:**

**FIRST, THAT MEN WHO SMOKED HAD AN OVERALL HIGHER  
MORTALITY RATE THAN MEN WHO DID NOT SMOKE.**

**SECOND, THAT SMOKERS HAD INCREASED MORTALITY RATES  
FROM CORONARY HEART DISEASE, CEREBROVASCULAR DISEASE,  
AND OTHER CARDIOVASCULAR DISEASE CONDITIONS.**

**THIRD, THE ADVISORY COMMITTEE SAID CIGARETTES WERE A  
MAJOR CAUSE OF CHRONIC BRONCHITIS AND CONTRIBUTED TO  
THE HIGH MORTALITY RATE FOR EMPHYSEMA.**

**FOURTH, THE COMMITTEE SAID -- IN 1964, REMEMBER -- THAT  
CIGARETTE SMOKING WAS THE MAJOR CAUSE OF LUNG CANCER  
IN MEN AND MAYBE FOR WOMEN, ALSO.**

**FIFTH, THE COMMITTEE ALSO SAID THAT SMOKING WAS, AT THE VERY LEAST, A CONTRIBUTING CAUSE OF ESOPHAGEAL CANCER, BLADDER CANCER, AND PANCREATIC CANCER, AND THAT PIPE SMOKING CONTRIBUTED TO CANCER OF THE LIP AND THE ORAL CAVITY.**

**FINALLY, THE COMMITTEE CONCLUDED THAT "CIGARETTE SMOKING IS A HEALTH HAZARD OF SUFFICIENT IMPORTANCE IN THE UNITED STATES TO WARRANT APPROPRIATE REMEDIAL ACTION."**

**SUCH "APPROPRIATE REMEDIAL ACTION" WAS TAKEN ALMOST  
IMMEDIATELY. THE UNITED STATES CONGRESS SOON PASSED A  
LAW REQUIRING ALL CIGARETTE PACKAGES TO CARRY THE  
FOLLOWING MESSAGE:**

**"CAUTION: CIGARETTE SMOKING MAY BE HAZARDOUS TO YOUR  
HEALTH."**

**SIX YEARS AFTER THE RELEASE OF THE FIRST REPORT ON  
SMOKING AND HEALTH, THE CONGRESS ENACTED A SWEEPING  
LAW THAT BANNED CIGARETTE ADVERTISING FROM RADIO AND  
TELEVISION.**

**THE NEW LAW ALSO TOUGHENED UP THE HEALTH WARNING ON  
CIGARETTE PACKAGES. THE NEW LANGUAGE SAID...**

**"WARNING: THE SURGEON GENERAL HAS DETERMINED THAT**

**CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH."**

**HOW DID THAT COME ABOUT?**

**BY 1970, WHEN THE NEW LAW WAS PASSED, THE ORIGINAL BASE  
OF 7,000 RESEARCH ARTICLES HAD ALMOST TRIPLED --**

**APPROXIMATELY 19,000 RESEARCH PAPERS WERE THEN IN THE  
INTERNATIONAL LITERATURE -- AND THE NEW MATERIAL WAS  
ALSO VIRTUALLY UNANIMOUS IN IDENTIFYING CIGARETTES AS  
THE MAJOR CAUSE OF MORBIDITY AND MORTALITY ACROSS A  
BROAD SPECTRUM OF DISEASE CONDITIONS.**



**THE NEW INFORMATION NOT ONLY CONFIRMED THE FINDINGS  
PUBLISHED IN 1964, BUT ALSO IT LINKED CIGARETTE SMOKING  
TO PANCREATIC, GASTRIC, RENAL, AND CERVICAL CANCERS.  
CIGARETTES WERE ALSO IDENTIFIED AS THE CHIEF CULPRIT IN  
ATHEROSCLEROSIS ... IN PEPTIC ULCERS ... IN COMPLICATIONS  
OF PREGNANCY ... IN INTERACTIONS WITH ALCOHOL AND  
CERTAIN PRESCRIPTION DRUGS ... AND SO ON.**

**IN OTHER WORDS, 6 OR 7 MORE YEARS OF RESEARCH DID NOT WEAKEN OR COMPROMISE THE EARLIER FINDINGS. IT MADE THEM ALL THE MORE FORMIDABLE.**

**BY THE TIME I ARRIVED IN WASHINGTON IN 1981 TO TAKE UP THE POSITION OF SURGEON GENERAL, THERE WERE NEARLY 50,000 PIECES OF PUBLISHED RESEARCH WORLDWIDE.**

**AND AGAIN, THE OVERWHELMING MAJORITY OF THAT RESEARCH ONLY STRENGTHENED THE PUBLIC'S CASE AGAINST SMOKING.**

**THE EVIDENCE AGAINST SMOKING BUILDS EVERY YEAR, AND THE AMERICAN PEOPLE ARE BELIEVING IT.**

**AS YOUR SURGEON GENERAL I RELEASED 8 ANNUAL REPORTS ON SMOKING. THEY HAVE DEALT WITH CANCER, CARDIOVASCULAR DISEASE, CANCER IN WOMEN, SMOKING IN THE WORKPLACE, CHRONIC OBSTRUCTIVE LUNG DISEASE, INVOLUNTARY SMOKING OR WHAT IS SOMETIMES CALLED "PASSIVE SMOKING," AND THE ADDICTIVE QUALITIES OF NICOTINE.**

**EACH ONE HAS ITS OWN SPECIFIC AND IMPRESSIVE DATA BASE.**

**TODAY, THE SMOKING-AND-HEALTH RESEARCH BASE IS STILL GROWING. NOW IT IS COMPRISED OF MORE THAN 60,000 PUBLISHED ARTICLES. AGAIN, THE VAST MAJORITY QUITE CLEARLY REINFORCES THE FACT THAT CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT FACTOR BEHIND ACUTE AND CHRONIC MORBIDITY AND PREMATURE MORTALITY AMONG ADULTS.**

**OR, IN OTHER WORDS, CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT REASON WHY AMERICANS GET SICK, THE SINGLE MOST IMPORTANT REASON WHY THEY DIE BEFORE THEY SHOULD.**

**AS THIS RESEARCH BASE EXPANDED, SO DID OUR EFFORTS TO  
EDUCATE THE PUBLIC ... TO GET THOSE WHO SMOKE, TO STOP ...  
AND THOSE WHO DON'T SMOKE, TO NEVER START.**

**IN 1984, I WAS PERSONALLY SO CONVINCED BY THE DATA  
ACCUMULATED THUS FAR THAT I CALLED UPON MY FELLOW  
CITIZENS TO MAKE THE UNITED STATES A "SMOKE-FREE SOCIETY  
BY THE YEAR 2000."**

**WE'LL ACHIEVE THAT SMOKE-FREE SOCIETY BECAUSE WE WILL  
GRADUATE A CLASS FROM HIGH SCHOOL IN 2000 THAT WILL  
HAVE HAD 12 YEARS OF ANTI-SMOKING HEALTH MESSAGES.  
IT STARTED THE YEAR BEFORE LAST, IN THE FIRST GRADE.  
TEACHING CHILDREN THAT YOUNG WILL ENABLE US TO WIN.**

**THE SURGEON GENERAL'S REPORTS ON SMOKING AND THE  
WORKPLACE AND ON INVOLUNTARY SMOKING WORKED  
TOGETHER TO GIVE THE MILITANT ANTI-SMOKERS NEW AND  
POWERFUL WEAPONS.**

**THE NONSMOKER WAS MERELY IRRITATED AT FIRST...THEN  
BECAME ANNOYED...AND THEN TURNED MILITANT.**

**STUDIES INDICATING THAT PASSIVE SMOKING LED TO 46,000  
DEATHS ANNUALLY (3,000 FROM LUNG CANCER, 11,000 FROM  
OTHER CANCERS, 32,000 FROM HEART DISEASE) MADE THE NON-  
SMOKER MILITANT ...AND SUCCESSFUL IN ACHIEVING CHANGES  
IN SOCIAL CUSTOMS AND IN LOCAL AND STATE LAW.**

**AS OF MID-1988 MORE THAN 230 LOCAL COMMUNITIES HAD  
ADOPTED REGULATIONS RESTRICTING SMOKING IN PUBLIC  
PLACES, A THREE-FOLD INCREASE IN THREE YEARS.**

**THE MOST RECENT VICTORY IS THE AIRLINE SMOKING BAN THAT  
BECAME EFFECTIVE JUST LAST WEEK (FEB 25, 1990).**

**OF THE 16,000 DAILY FLIGHTS IN THE USA, ONLY 28 SLIP  
THROUGH THE BAN, ALLOWING SMOKERS TO FOUL THE AIR.  
AND NORTHWEST AIRLINES VOLUNTARILY KEEPS THE CABIN AIR  
SMOKE-FREE ALL THE WAY TO HAWAII.**



**AND REMEMBER, LAST NOVEMBER A TOUGH LOCAL SMOKING  
CONTROL ORDINANCE WAS APPROVED BY THE VOTERS IN  
GREENSBORO, N.C. , IN SPITE OF HEAVY OPPOSITION BY  
TOBACCO COMPANIES.**

**IF THE TOBACCO COMPANIES CAN BE BEATEN IN NORTH  
CAROLINA, THEY CAN BE BEATEN ANYWHERE!**

**SMOKING HABITS HAVE CHANGED.**

**IN 1964 OVER HALF OF ADULT AMERICANS SMOKED.**

**WHEN I BECAME SURGEON GENERAL IN 1981, THE NUMBER HAD  
DECLINED TO 33 PERCENT.**

**BETWEEN 1964 AND 1985 APPROXIMATELY THREE-QUARTERS OF A  
MILLION SMOKING-RELATED DEATHS WERE AVOIDED OR  
POSTPONED BY DECISIONS TO QUIT OR NOT TO START SMOKING.**

**EACH POSTPONED DEATH REPRESENTED AN AVERAGE GAIN OF 2  
DECADES OF LIFE EXPECTANCY.**

NEARLY HALF OF ALL LIVING ADULTS WHO HAVE EVER SMOKED  
HAVE QUIT.

FIFTEEN YEARS AGO, AT MEDICAL MEETINGS, WHERE DOCTORS  
SHOULD HAVE KNOWN BETTER, THE AIR WAS BLUE WITH SMOKE.

NOW YOU RARELY SEE A PHYSICIAN SMOKE;

THE ONLY SMOKE AT MEDICAL MEETINGS COMES FROM THE

~~SPOUSES.~~ DOCTOR'S WIVES

**FEW THINGS BRINGS ME AS MUCH SATISFACTION AS THE  
DRAMATIC DECREASE IN SMOKERS DURING THE LAST 8 YEARS,  
FROM 33 PERCENT TO 26 PERCENT.**

**BUT THERE IS MORE TO DO.**

**THERE IS STILL PLENTY OF BAD NEWS.**

**SMOKING IS STILL THE SINGLE MOST DEADLY "HABIT" ...**

**ASSOCIATED WITH HIGHER MORTALITY AND ILLNESS THAN**

**DRUGS, AUTOMOBILES, AND AIDS COMBINED.**

**ALL THE AIDS PATIENTS WHO HAVE DIED SINCE WE KNEW ABOUT**

**THE DISEASE, 8 YEARS, EQUALS THE SMOKING DEATHS OF ONLY**

**4 MONTHS.**

**THE NUMBERS OF DEATHS ANNUALLY ATTRIBUTABLE TO**

**SMOKING HAVE RISEN WITH EACH SURGEON GENERAL'S REPORT.**

**THE NEWEST STATISTICS, THE NEWEST STUDIES ARE GRIM.**

**THEY DOCUMENT CONCLUSIVELY THE CAUSAL RELATIONSHIP  
BETWEEN SMOKING AND CANCER OF SEVERAL ORGANS.**

**SMOKING IS A CLEARLY ESTABLISHED CAUSE OF CANCER OF THE  
LUNG, LARYNX, ORAL CAVITY, AND ESOPHAGUS.**

**SMOKING ELEVATES THE DEATH RATES FOR CANCERS OF THE  
BLADDER, KIDNEY, PANCREAS, STOMACH, AND CERVIX.**

**FURTHERMORE, PASSIVE OR INVOLUNTARY SMOKING HAS BEEN ESTABLISHED AS A CAUSE OF LUNG CANCER IN NON-SMOKERS. PIPE AND CIGAR SMOKERS SUFFER HIGHER RISKS --SOMETIMES EXCEEDING THE RISKS OF CIGARETTE SMOKERS-- FOR CANCER OF THE ORAL CAVITY, LARYNX, PHARYNX AND ESOPHAGUS.**

**THE DATA BASE FOR THESE CONCLUSIONS IS VOLUMINOUS AND UNASSAILABLE, TRACKING MORE THAN 2 MILLION INDIVIDUALS IN ALL 50 STATES.**

**THE EVIDENCE MAKES CLEAR THE INCREASED MORTALITY RISK FACTORS CAUSED BY SMOKING: MALE SMOKERS EXPERIENCE A 22-FOLD GREATER LUNG CANCER MORTALITY RISK THAN MALE NON-SMOKERS;**

**AMONG WOMEN SMOKERS THE LUNG CANCER RISK IS 12 TIMES GREATER.**

**FORMER SMOKERS ENJOY LOWERED MORTALITY RISKS, THOUGH NOT AS LOW AS NON-SMOKERS.**

**WHILE THE STUDIES REVEAL A DOUBLED LUNG CANCER RISK FOR MALE SMOKERS, AND A 4-FOLD INCREASE LUNG CANCER RISK FOR SMOKING FEMALES, THE LUNG CANCER MORTALITY RATE FOR NONSMOKERS REMAINED UNCHANGED FOR BOTH MEN AND WOMEN DURING THE YEARS COVERED BY THE STUDIES.**



**THE TOTAL NUMBER OF SMOKING-RELATED CANCER DEATHS WE  
CAN EXPECT IN 1990 WILL APPROACH 175,000.**

**THIS AMOUNTS TO 35 PERCENT OF ALL CANCER DEATHS.**

**THESE, TRAGICALLY, ARE "EXCESS" OR PREMATURE DEATHS.**

**THESE 175,000 DEATHS WOULD NOT BE EXPECTED THIS YEAR IF  
TOBACCO USERS EXPERIENCED THE SAME DEATH RATES AS  
THOSE WHO DO NOT USE TOBACCO.**

**OF COURSE, CANCER IS NOT THE ONLY PROBLEM.**

**CIGARETTE SMOKING ALSO LEADS TO DEATH FROM CORONARY  
HEART DISEASE.**

**AND ALTHOUGH THE SMOKING-RELATED RISK FACTOR FOR  
CORONARY HEART DISEASE IS LOWER THAN THAT FOR CANCER,  
THE NUMBER OF SMOKING-RELATED CORONARY HEART DISEASE  
DEATHS IS LARGE SIMPLY BECAUSE CORONARY HEART DISEASE  
REMAINS THE GREATEST SINGLE CAUSE OF DEATH IN OUR  
SOCIETY.**

**SMOKING ACCOUNTS FOR ABOUT 21 PERCENT OF THOSE DEATHS.**

**HOWEVER, THIS DARK CLOUD HAS A SILVER LINING.**

**THE PRESENT CORONARY HEART DISEASE AGE-ADJUSTED DEATH RATE IS 50 PERCENT LOWER THAN IN THE 1960s; THE REDUCTION IN SMOKING IS A MAJOR FACTOR IN THIS DECLINE.**

**QUITTING SMOKING REDUCES MORE SIGNIFICANTLY THE RISK FOR CORONARY HEART DISEASE THAN THE RISK FOR LUNG CANCER.**

**FIVE OR TEN YEARS OFF CIGARETTES GIVES A RISK FACTOR SIMILAR TO THAT FOR THOSE WHO NEVER SMOKED.**

**THIS DECLINE HAS PROGRESSED TO THE POINT WHERE LUNG  
CANCER, NO LONGER CORONARY HEART DISEASE, IS THE SINGLE  
LARGEST CAUSE OF EXCESS MORTALITY AMONG AMERICAN  
SMOKERS.**

**CONTINUING OUR GOOD NEWS/BAD NEWS THEME, THAT GOOD  
NEWS --ABOUT LOWER RATES OF CORONARY HEART DISEASE  
BECAUSE PEOPLE HAVE STOPPED SMOKING-- IS FOLLOWED BY  
SOME NEW BAD NEWS, ESPECIALLY ABOUT WOMEN.**

**THE CONTINUING INCREASE IN LUNG CANCER AMONG WOMEN SMOKERS IS PARTICULARLY ALARMING BECAUSE THE MAGNITUDE OF THE RISK IS SURPRISING.**

**WOMEN BEGAN TO SMOKE IN GREAT NUMBERS ABOUT THREE DECADES LATER THAN MEN, SO WE ARE SEEING ONLY NOW THE CONSEQUENT INCREASE IN SMOKING-RELATED ILLNESS.**

**RECENT STUDIES REVEALED A DECLINE IN MORTALITY RATES FROM LUNG CANCER IN MALES UNDER 55, WHILE AMONG WOMEN THE RATE INCREASED BY 30 PERCENT.**

**LUNG CANCER HAS NOW SURPASSED BREAST CANCER AS A CAUSE OF DEATH IN WOMEN.**

**WE MUST ENVISION A CATASTROPHIC EPIDEMIC OF LUNG  
CANCER AMONG WOMEN IN COMING YEARS.**

**THIS EPIDEMIC IS AS PREVENTABLE AS IT IS PREDICTABLE.**

**DISCOURAGING STUDIES INDICATE THAT SMOKING IS ACTUALLY  
INCREASING IN SOME SECTIONS OF THE FEMALE POPULATION,  
AND THAT OVER-ALL SMOKING PREVALENCE AMONG WOMEN  
MAY EXCEED THAT AMONG MEN WITHIN 5 YEARS.**

**A FINAL CONCLUSION OF THE NEWEST RESEARCH IS THAT  
SMOKING A MAJOR CAUSE OF STROKE (CEREBROVASCULAR  
DISEASE).**

**WE ESTIMATE THAT SMOKING IS RESPONSIBLE FOR ABOUT HALF  
OF ALL STROKES OCCURRING IN PERSONS UNDER 65 YEARS OLD.**

**SO, EVEN THOUGH WE'VE MADE PROGRESS, AS A SOCIETY WE'RE  
STILL BURDENED WITH THE TREMENDOUS AMOUNT OF  
SUFFERING AND HARDSHIP THAT GOES ALONG WITH ALL THESE  
DEATHS...**

**THE PEOPLE OF AMERICA ARE STILL BURDENED WITH THE ECONOMICS OF SMOKING.**

**WE STILL HAVE TO COME UP WITH THE MONEY TO PAY THE ANNUAL SMOKING-AND-HEALTH BILL OF \$39 BILLION.**

**THAT'S FOR PERSONNEL AND MEDICAL TECHNOLOGY AND INSURANCE AND LOST WAGES...ALL THE REAL, BASIC COSTS LEVELLED AGAINST US ALL BY DISEASE AND DISABILITY.**



**SOME 50 MILLION AMERICANS STILL SMOKE, SO OUR EDUCATION  
CAMPAIGNS AND OUR SELF-HELP GROUPS MUST CONTINUE  
THEIR GOOD WORK.**

**WE MUST GUARD AGAINST COMPLACENCY, AND INTENSIFY OUR  
EFFORTS TO ELIMINATE THE GREATEST CAUSE OF PREVENTABLE  
DISEASE AND DEATH AFFLICTING OUR SOCIETY.**

**AND THE TOBACCO INDUSTRY HAS NOT GIVEN UP.**

**I DOUBT THAT YOU CAN FIND A MORE HEAVY-HANDED, OBTUSE,  
IMPOLITIC, AND UNTRUTHFUL GROUP OF CORPORATIONS  
ANYWHERE IN THE GREAT PANOPLY OF AMERICAN PRIVATE  
ENTERPRISE.**

**ALMOST FROM MY FIRST DAY IN OFFICE, THE INDUSTRY  
REMINDED ME AGAIN AND AGAIN -- AND NOT VERY SUBTLY  
EITHER -- THAT I OUGHT TO GET OFF MY ANTI-SMOKING "HOBBY-  
HORSE," AS ONE TOBACCO LOBBYIST CALLED IT, AND PAY  
ATTENTION TO OTHER, ALLEGEDLY MORE IMPORTANT PUBLIC  
HEALTH MATTERS.**

**ECHOES OF THEIR COMPLAINTS WERE RELAYED TO ME FROM  
THE WHITE HOUSE, THE CONGRESS, AND EVEN FROM MEMBERS  
OF THE PRESS, WHO HAVE OFTEN BEEN THE GULLIBLE CARRIERS  
OF THE INDUSTRY'S DISASTROUS MESSAGE.**

**I ALSO READ THEIR DECEPTIVE, FULL-PAGE ADVERTISEMENTS  
THAT LIFTED MENDACITY AND HALF-TRUTHS TO A NEW AND  
HIGHER LEVEL OF FAUSTIAN ART.**

**TO BE PERFECTLY HONEST, I DID NOT ASSUME THE POSITION OF  
SURGEON GENERAL WITH THE CLEAR INTENTION OF BEING SO  
PRO-ACTIVE AN OPPONENT OF TOBACCO AS I HAVE BEEN. BUT  
THEN I BEGAN TO STUDY IN SOME DEPTH THE  
INCONTROVERTIBLE TRUTHS ABOUT THE HEALTH HAZARDS OF  
SMOKING.**

**AND I MUST TELL YOU THAT I WAS AT FIRST DUMBFOUNDED AND  
THEN PLAINLY FURIOUS AT THE TOBACCO INDUSTRY FOR  
ATTEMPTING TO OBFUSCATE AND TRIVIALIZE THIS  
EXTRAORDINARILY IMPORTANT PUBLIC HEALTH INFORMATION.**

**HOW COULD THE TOBACCO INDUSTRY DARE TO DISMISS AS  
UNFOUNDED AND UNPROVEN THE ABSOLUTELY CLEAR  
CONNECTION BETWEEN SMOKING AND HEART DISEASE ...  
BETWEEN SMOKING AND DEATHS FROM STROKE ... BETWEEN  
SMOKING AND CANCER OF THE LUNG, THE MOUTH, THE  
ESOPHAGUS, AND OF THE STOMACH ... AND BETWEEN SMOKING  
AND A DOZEN OR MORE SERIOUS, DEBILITATING, EXHAUSTING,  
EXPENSIVE, AND HUMILIATING DISEASES?**

**HOW COULD THEY DARE TO DO THAT? I WONDERED.**

**THE ANSWER WAS ... THEY JUST DID.**

**AND THEY FLAUNTED THEIR ABILITY TO BUY THEIR WAY INTO  
THE MARKETPLACE OF IDEAS AND POLLUTE IT WITH THEIR  
FALSE AND DEADLY INFORMATION.**

**AS RECENTLY AS TWO WEEKS AGO, REPRESENTATIVES OF THE  
TOBACCO INTERESTS COMPLAINED THAT THE WORD "ADDICTION"  
IS INAPPROPRIATELY APPLIED TO SMOKING BECAUSE IT MAKES  
TOBACCO SEEM LIKE HARD DRUGS.**

**THEY KNOW THAT IT IS ADDICTIVE LIKE HARD DRUGS.**

**THEY ARE AS SLEAZY AS EVER.**

**THE 1988 SURGEON GENERAL'S REPORT OFFERED IRREFUTABLE  
EVIDENCE THAT NICOTINE HAD ALL THE ATTRIBUTES OF AN  
ADDICTIVE DRUG ... IN OTHER WORDS, CONSTANT SMOKING WAS  
CLINICALLY AN ADDICTION.**

**POPULAR FOLKLORE HAD PREDICTED SCIENCE:**

**FOR A LONG TIME PEOPLE HAD TALKED ABOUT GETTING  
"HOOKED" -- AS THE SAYING GOES -- ON CIGARETTES, AS THEY  
GET "HOOKED" ON HEROIN, COCAINE, MARIJUANA, AND  
ALCOHOL.**

**THE ADDICTION REPORT PRESENTS CONVINCING EVIDENCE THAT  
THE PHARMACOLOGIC AND BEHAVIORAL PROCESSES THAT  
DETERMINE TOBACCO (NICOTINE) ADDICTION ARE SIMILAR TO  
THOSE PROCESSES THAT MAKE COCAINE AND HEROIN  
ADDICTIVE.**



**THE DEFINITIONS USED IN THAT REPORT ARE NOT MINE.**

**THEY ARE NOT IN ANY SENSE ARBITRARY.**

**TOBACCO IS AN ADDICTIVE DRUG, ACCORDING TO THE  
STANDARD DEFINITION OF DRUG ADDICTION ADOPTED BY THE  
WORLD HEALTH ORGANIZATION, THE AMERICAN PSYCHIATRIC  
ASSOCIATION, AND THE A.M.A.**

**IN OTHER WORDS...**

- \* TOBACCO IS A "MOOD-ALTERING" SUBSTANCE ...**
- \* SMOKERS ARE COMPULSIVE IN THEIR USE OF TOBACCO ...**
- \* TOBACCO REWARDS THE USER -- IT IS, THEREFORE, A  
"REINFORCING" SUBSTANCE ...**
- \* SMOKERS BUILD UP A TOLERANCE TO NICOTINE AND, FROM  
TIME TO TIME, WILL REQUIRE HIGHER DOSE LEVELS TO  
GET THEIR NICOTINE "HIGH" ...**

- \* PHYSICAL DEPENDENCE CAN OCCUR, WHICH MEANS A  
WITHDRAWAL SYNDROME FOR THOSE WHO QUIT ...**
- \* AND -- AS WITH HEROIN, COCAINE, AND OTHER ADDICTIVE  
DRUGS -- THE USER WILL VERY LIKELY RELAPSE AND  
RETURN TO THE USE OF THE DRUG.**

**I FEEL VERY STRONGLY THAT THE PEOPLE OF AMERICA NEED TO  
BE WARNED REPEATEDLY ABOUT THE ADDICTIVE NATURE OF  
TOBACCO. AND THE NON-SMOKERS NEED TO DO ALL THEY CAN  
TO GET THE SMOKERS TO STOP.**

**NOW, LET'S TALK SPECIFICALLY ABOUT WHAT WE CAN DO.**

**IF YOU HAVE A BUSINESS, SIT DOWN WITH YOUR EMPLOYEES  
NOW, AND SET A TIME-TABLE TO MAKE YOUR WORKSITE SMOKE-  
FREE. DON'T WORRY ABOUT THE IMPACT ON YOUR BUSINESS.  
ONLY GOOD THINGS WILL HAPPEN.**

**ABOUT TEN YEARS AGO MR. WILBUR MCPHERSON, THE OWNER  
OF RADAR ELECTRIC CO. OF SEATTLE DECIDED TO RID HIS  
BUSINESS OF SMOKERS. HE KNEW THAT SMOKERS WERE LESS  
EFFICIENT, LOST MORE TIME IN ABSENTEEISM, COST MORE IN  
HEALTH BENEFITS.**

**SO HE SIMPLY SAID, "NO SMOKING".**

**MOST OF HIS SMOKING EMPLOYEES QUIT SMOKING.**

**ABSENTEEISM DROPPED, MAINTENANCE COSTS DROPPED,  
PRODUCTIVITY WENT UP.**

**YOU ALL PROBABLY KNOW THE SUCCESS STORY OF THE NON-SMOKERS INN, LOCATED IN DALLAS, ON THE WAY INTO TOWN FROM THE DALLAS-FORT WORTH AIRPORT.**

**ALTHOUGH SCOFFERS PREDICTED BANKRUPTCY FOR A NON-SMOKERS INN, WITHIN SIX WEEKS THE OWNER USED ONLY BLACK INK.**

**THE SUPPORTING FIGURES SHOW WHY.**

**BUSINESS ECONOMISTS HAVE CALCULATED THAT A SMOKING EMPLOYEE COSTS A FIRM ABOUT \$4,600 PER YEAR MORE THAN A NON-SMOKING WORKER.**

**AND THE SAVINGS ON MAINTENANCE, CLEANING, ETC. CAN AMOUNT TO 41 PERCENT A YEAR.**

**DOCTORS HAVE AN ESPECIALLY IMPORTANT, PIVOTAL ROLE TO  
PLAY IN THE FIGHT AGAINST SMOKING IN THIS COUNTRY.**

**AND IT IS A PROFESSIONAL RESPONSIBILITY DEMANDING A  
PERSONAL COMMITMENT AND A PERSONAL APPROACH.**

**THOSE OF US IN THE ANTI-SMOKING MOVEMENT, THOSE WHO  
ARE DOING ALL THEY CAN IN CESSATION PROGRAMS SEE THE  
YEAR 2000 AS A GOAL FOR MANY OF US.**

**MY CALL FOR A SMOKE-FREE SOCIETY BY THE YEAR 2000 HAS  
BEEN MATCHED BY THE NATIONAL CANCER INSTITUTE'S CALL  
FOR A 50 PERCENT REDUCTION IN CANCER MORTALITY RATES BY  
THE TURN OF THE CENTURY.**

**WE ARE ALREADY IN THE 1990s, SO WE HAVE A LOT TO DO, FAST.**



**NOW FOR SOME GOOD NEWS.**

**THE AIM OF OUR EDUCATIONAL EFFORTS HAS CHANGED  
RECENTLY.**

**FOR THE LAST 25 YEARS WE HAVE TRIED TO CONVINCE  
AMERICANS TO STOP SMOKING --AND NEVER TO START.**

**NOW WE KNOW THAT MOST SMOKERS --PERHAPS AS HIGH AS 90  
PERCENT-- WANT TO STOP.**

**THEY DON'T NEED CONVINCING.**

**THEY NEED HELP IN SMOKING CESSATION.**

**SINCE 1982 THE NATIONAL CANCER INSTITUTE'S SMOKING,  
TOBACCO, AND CANCER PROGRAM HAS FOCUSED ITS RESEARCH  
ON METHODS OF INTERVENTION:**

**AMONG THEM ARE:**

**-SCHOOL-BASED PREVENTION:**

**WE KNOW THAT THE AVERAGE AGE FOR THE INITIAL  
SMOKING EXPERIENCE GETS LOWER EACH YEAR. ANTI-  
SMOKING EDUCATION MUST BEGIN IN THE ELEMENTARY  
GRADES.**

**-SELF-HELP METHODS:**

**SEVERAL NATIONAL MAGAZINES RECENTLY HAVE  
HIGHLIGHTED THESE      UNIQUELY AMERICAN INSTITUTIONS.  
THE ADDICTED SMOKERS NEED TO QUIT THEMSELVES.  
BUT IT CAN TAKE ABOUT 5 TIMES TO QUIT, SO THEY NEED  
HELP.**

**THEY CAN GET IT IN**

**-COMMUNITY INTERVENTIONS:**

**AMONG THE MOST PROMISING ARE THOSE OF COMMIT  
(COMMUNITY INTERVENTION TRIAL FOR SMOKING CESSATION).**

**THIS IS A MULTI-FACETED EFFORT BASED ON 11  
COMMUNITIES IN THE USA AND CANADA, USING EXISTING  
COMMUNITY ORGANIZATIONS LIKE WORKSITE GROUPS,  
HEALTHCARE FACILITIES, CIVIC GROUPS, LOCAL MEDIA, AND  
SCHOOLS.**

**ALL THESE GROUPS COOPERATE IN CESSATION EFFORTS  
AIMED ESPECIALLY AT PEOPLE WHO SMOKE 25 OR MORE  
CIGARETTES A DAY, THOSE WITH THE GREATEST CANCER RISK,  
THOSE WHO HAVE THE TOUGHEST TIME QUITTING.**

**THE IDEA IS TO SURROUND THEM, EVERYWHERE THEY GO,  
WITH REMINDERS --AND ASSISTANCE-- TO TAKE CHARGE OF  
THEIR LIVES BY CEASING TO SMOKE.**

**COMMIT ALSO URGES PHYSICIANS TO ASSUME THEIR NATURAL  
ROLE AS COMMUNITY LEADERS BY BECOMING PART OF THE  
LOCAL MEDIA.**

**COMMIT CALLS PHYSICIANS TO BECOME "SMOKING CONTROL  
MEDIA ADVOCATES".**

**COMMIT SPOKESMEN ASSERT THAT DOCTORS NEED TO APPEAR  
ON TV, ESPECIALLY LOCAL TV, TO CARRY THE ANTI-SMOKING  
MESSAGE, TO URGE PEOPLE TO QUIT.**

**PEOPLE BELIEVE DOCS ON TV.**

**(REMEMBER HOW WHEN ROBERT YOUNG TOOK THE JOB OF  
PLUGGING SANKA, MOST AMERICANS THOUGHT IT WAS DR.  
WELBY, AND THEY PAID ATTENTION.)**

**TELEVISION AND RADIO ARE WHAT SHAPE THE AMERICAN MIND.  
SMOKING ADS MAY HAVE LEFT THE AIRWAYS, BUT AGGRESSIVE  
ANTI-SMOKING MESSAGES NEED TO TAKE THEIR PLACE.**

**MEDIA ADVOCACY IS ACTIVIST, SURMOUNTING THE THRESHOLD  
OF MEDIA RESISTANCE OR INDIFFERENCE, SURMOUNTING THE  
OBSTACLES OF PHYSICIAN RELUCTANCE OR INDIFFERENCE.**

**THE NATIONAL CANCER INSTITUTE ASSIST PROGRAM --**

**AMERICAN STOP SMOKING INTERVENTION STUDY FOR CANCER**

**PREVENTION-- FOCUSES ON COMMUNITY-BASED COALITIONS**

**DEALING WITH ENTIRE STATES OR LARGE METROPOLITAN**

**AREAS.**

**THESE CENTERS ARE FUNDED IN EXCESS OF \$100 MILLION TO**

**ENSURE A SUSTAINED IMPACT ON THE LIVES OF MORE THAN 50**

**MILLION AMERICANS.**

**ASSIST AMOUNTS TO THE LARGEST INTERVENTION EFFORT EVER**

**UNDERTAKEN BY AN AGENCY OF THE US PUBLIC HEALTH**

**SERVICE.**

**THERE IS HELP OUT THERE FOR THE SMOKER WHO WANTS TO**

**STOP.**



**AND FINALLY,**

**-PHYSICIAN/DENTIST INTERVENTIONS.**

**THAT LAST-MENTIONED METHOD SHOULD BE OF SPECIAL  
INTEREST TO ALL THE PHYSICIANS HERE THIS MORNING.**

**WE KNOW THAT NOTHING IS AS EFFECTIVE IN STOPPING  
SMOKING AS WHEN A DOCTOR LOOKS A PATIENT STRAIGHT IN  
THE EYE AND SAYS,**

**"IF YOU CONTINUE TO SMOKE, YOU'RE GOING TO KILL  
YOURSELF. YOU NEED TO STOP....NOW."**

**THAT CAN WORK WHEN ALL ELSE SEEMS TO FAIL.**

**THERE ARE NEW METHODS TO ASSIST QUITTERS, RANGING FROM  
AVERSION THERAPY USING ELECTRIC SHOCKS TO  
EXPERIMENTAL PHARMACEUTICAL AGENTS.**

**BUT, STILL, 85 PERCENT OF THOSE WHO QUIT. . .JUST DO IT!**

**I CALL UPON THE PHYSICIANS WHO ARE HERE TODAY TO CARRY  
THAT MESSAGE TO EACH OF YOUR PATIENTS WHO STILL SMOKE.**

**FINALLY, THERE ARE A NUMBER OF PUBLIC POLICY ISSUES THAT  
DEMAND OUR RESOLUTE ATTENTION AND ACTION.**

**ONE OF THEM IS CIGARETTE ADVERTISING.**

**THE ADS HAVE GONE FROM TELEVISION, THANK GOD, --**

**ALTHOUGH THEY ARE SNEAKING BACK THROUGH VIDEOS-- BUT**

**CIGARETTE ADVERTISING STILL ASSAULTS OUR SOCIETY IN  
PRINT AND BILLBOARDS.**

**THE TOBACCO INDUSTRY SPENDS \$4,000 PER MINUTE ON  
PROMOTION (\$2.5 BILLION A YEAR)**

**ONLY THE GROTESQUE ECONOMIC POWER OF THE  
INTERNATIONAL TOBACCO COMPANIES CAN SUSTAIN THIS  
OUTRAGE, AS THEY USE ECONOMIC BLACKMAIL TO INTIMIDATE  
PUBLISHERS AND GOVERNMENTS.**

**I AM PARTICULARLY DISTURBED BY CIGARETTE ADVERTISING  
THAT TARGETS VULNERABLE GROUPS WITHIN OUR POPULATION:  
YOUNG PEOPLE, WOMEN, AND MINORITIES.**

**CIGARETTE FIRMS MANIPULATE MINORITIES, WOMEN, AND  
YOUNG PEOPLE BECAUSE THESE PEOPLE HAVE THE STRONGEST  
ASPIRATIONS TO CHANGE THEIR STATUS.**

**SO THESE ADS ASSOCIATE SMOKING WITH MAKING IT...**

**IN THE WHITE, OR ANGLO, OR MALE, OR ADULT WORLD.**

**THEY ASSOCIATE SMOKING WITH A HIGHER ECONOMIC STATUS**

**(WHEN REALLY HIGHER INCOME GROUPS ARE NOW SMOKING**

**LESS).**

**WE KNOW THAT THOSE WITH MORE EDUCATION TEND TO QUIT  
MORE READILY. "THE MORE YOU KNOW, THE LESS YOU SMOKE."  
BUT TOBACCO ADVERTISERS ASSOCIATE SMOKING --CONTRARY  
TO ALL EVIDENCE-- WITH ROBUST ACTIVITY, ATHLETICS, SOCIAL  
ACCEPTABILITY, SUCCESS, OUTDOOR LEISURE, AND EVEN GOOD  
HEALTH.**

**ONE OF THE MORE OUTRAGEOUS ADVERTISING GIMMICKS IS  
ONE CIGARETTE COMPANY'S "ALIVE WITH PLEASURE" THEME.  
THIS IS CLEARLY AN EFFORT TO UNDERMINE THE SURGEON  
GENERAL'S WARNING ON EACH PACK.  
TRUTH IN ADVERTISING SHOULD REQUIRE, NOT "ALIVE WITH  
PLEASURE", BUT "DYING IN AGONY".**



**IN THE ADVERTISING WARS YOU HEAR A LOT ABOUT PROOF.**

**THE TOBACCO COMPANIES SAY THAT IT HAS NOT BEEN PROVEN  
THAT ADVERTISING INCREASES CIGARETTE SMOKING.**

**OF COURSE, THE COMPLEXITY OF THIS ISSUE OF HUMAN  
BEHAVIOR WILL PROBABLY PRECLUDE THE ESTABLISHMENT OF A  
SCIENTIFIC PROOF OF A CAUSAL LINK.**

**BUT TO MY MIND THE BURDEN OF PROOF SHOULD BE ON THE  
TOBACCO INDUSTRY TO SHOW THAT ADVERTISING DOES NOT  
INCREASE CONSUMPTION OF A PRODUCT THAT WE KNOW LEADS  
TO DEATH WHEN USED AS INTENDED.**

**IN THE 1850s JOHN SNOW ENDED THE CHOLERA EPIDEMIC IN LONDON BY REMOVING THE HANDLE OF THE BROAD STREET WATER PUMP, 30 YEARS BEFORE THE BACTERIUM CAUSING CHOLERA WAS DISCOVERED.**

**FORTUNATELY HE DID NOT NEED TO CONTEND WITH A CHOLERA INSTITUTE THAT DEMANDED THE PUMP KEEP WORKING UNTIL IT WAS PROVED THAT WATER FROM THE PUMP WAS CAUSING THE CHOLERA.**

**AT THIS POINT THE CIGARETTE COMPANIES TROT OUT THE OLD  
LINE THAT THEIR ADVERTISING IS INTENDED ONLY TO ENFORCE  
BRAND LOYALTY, AND TO GET CONSUMERS TO SWITCH TO THEIR  
BRAND.**

**NO ONE REALLY BELIEVES THAT.**

**BRAND CHANGERS FORM ONLY A TINY FRACTION OF THE  
MARKET.**

**THE REAL PURPOSE OF CIGARETTE ADVERTISING TO IS HOLD ON  
TO THOSE SMOKERS ALREADY HOOKED --ADDICTED-- AND TO  
ATTRACT NEW ONES.**

**IT WORKS.**

**RECENT STUDIES CONFIRM THAT INCREASED ADVERTISING  
BRINGS ABOUT A HIGHER DEMAND FOR CIGARETTES IN  
GENERAL, NOT JUST FOR THE BRANDS ADVERTISED.**

**WE KNOW ADVERTISING IS EFFECTIVE, AND THEY KNOW IT IS  
EFFECTIVE, BECAUSE OF THE BRIEF EXPERIENCE WITH COUNTER-  
ADVERTISING IN THE 1960s.**

**EARLY IN THE DEBATE ABOUT CIGARETTE ADVERTISING ON TV,  
THE PUBLIC HEALTH SERVICE RECEIVED EQUAL TIME FOR  
COUNTER-ADVERTISING ABOUT THE HEALTH PROBLEMS CAUSED  
BY CIGARETTE SMOKING.**

**THE RESULTS WERE SO DEVASTATING TO THE TOBACCO  
INDUSTRY, THAT THE CIGARETTE FIRMS DECIDED THEY WOULD  
RATHER HAVE NO ADVERTISING AT ALL ON TV, RATHER THAN  
HAVE THE TRUE EFFECTS OF SMOKING BROUGHT BEFORE  
AMERICAN VIEWERS.**

**(I WILL ADD PARENTHETICALLY THAT WE ARE NOW AT ABC  
THE SAME STAGE WITH ALCOHOL ADVERTISING NOW.**

**FOR THE SAKE OF THE AMERICAN PEOPLE, LET'S HOPE WE CAN  
MOVE EVEN FASTER TO RESTRICT ADVERTISING FOR THIS OTHER  
ADDICTIVE DRUG.)**

**IN CALLING FOR RESTRICTIONS ON CIGARETTE ADVERTISING I  
STAND ON COMMON SENSE AND PROVEN HEALTH STUDIES.**

**I DON'T NEED TO HIDE BEHIND THE FIRST AMENDMENT.**

**I DON'T NEED TO USE OUR CONSTITUTION AS A SMOKE SCREEN.**

**AND THE "FREE SPEECH" ARGUMENT USED BY TOBACCO  
ADVERTISERS IS A SMOKE SCREEN.**

**YOU DON'T SEE THESE PEOPLE OUT IN FRONT ON OTHER FIRST  
AMENDMENT ISSUES.**

**FREE SPEECH HAS NEVER BEEN AN UNLIMITED RIGHT:**

**WE ALL KNOW YOU CAN'T YELL "FIRE" IN A CROWDED THEATRE.**

**FREE SPEECH CANNOT INJURE THE COMMON WELFARE TO SERVE  
THE COMMERCIAL INTERESTS OF A FEW.**

**THE FIRST AMENDMENT WAS NOT INTENDED TO ALLOW LIES TO  
BE FOISTED ON THE PUBLIC.**

**MOST CIGARETTE ADVERTISING IS LIES.**

**IT ASSOCIATES WITH ROMANCE, GLAMOUR, ATHLETICS, SUCCESS  
SUBSTANCES WHICH INSTEAD LEAD TO DISABILITY AND DEATH.**



**FIRST AMENDMENT PROTECTION IS NOT EXTENDED TO SPEECH  
ENCOURAGING ILLEGAL ACTIVITY.**

**TOBACCO ADVERTISERS DEPEND UPON REACHING YOUNG  
PEOPLE.**

**MOST OF THOSE WHO SMOKE BEGAN BEFORE THEY WERE  
TWENTY, OR EVEN 15.**

**IN OTHER WORDS, THE CONTINUED STRENGTH OF THE TOBACCO  
MARKET DEPENDS ON THOSE TO WHOM THE PRODUCTS CANNOT  
BE LEGALLY SOLD.**

**THEREFORE, RESTRICTIONS ON TOBACCO ADVERTISING MEET  
THE CONSTITUTIONAL TEST IN AT LEAST TWO WAYS:**

**1. IT IS APPROPRIATE TO BAN COMMERCIAL SPEECH THAT IS  
MISLEADING OR FRAUDULENT.**

**AND**

**2. IT IS APPROPRIATE TO BAN COMMERCIAL SPEECH  
RELATED TO ILLEGAL ACTIVITY.**

**FOR ALL THEIR TALK ABOUT "FREEDOM", TOBACCO INTERESTS  
ARE GREAT ENEMIES OF FREEDOM.**

**FAR FROM BELIEVING IN FREE SPEECH, TOBACCO ADVERTISERS  
USE THEIR ECONOMIC CLOUT TO FORCE PUBLISHERS NOT TO  
PRINT ARTICLES ABOUT THE REAL CONSEQUENCES OF SMOKING.**

**CIGARETTE ADVERTISING, FAR FROM ALLOWING FREE CHOICE,  
ACTUALLY UNDERMINES FREE CHOICE.**

**NICOTINE ADDICTS DO NOT ENJOY FREE CHOICE.**

**FINALLY, LET'S BE UP-FRONT ABOUT THE SPECIAL CHALLENGE**

**FACING TOBACCO ADVERTISERS:**

**MOST PEOPLE WHO USE THEIR PRODUCT WOULD RATHER NOT**

**USE IT.**

**AS MANY AS 90% WISH TO QUIT.**

**MANY TOUGH IT OUT, BREAK THEIR ADDICTION, AND SUCCEED IN**

**QUITTING.**

**THE ADVERTISERS NEED TO REPLENISH THE DIMINISHING**

**SUPPLY OF TOBACCO USERS:**

**REMEMBER THOSE 1,000 SMOKERS WHO DIE EVERY DAY.**

**MEANWHILE, ADVERTISERS RECRUIT MORE VICTIMS.**

**WE MUST ALSO CONCERN OURSELVES WITH THE EXPORT OF  
TOBACCO PRODUCTS.**

**I DO NOT BELIEVE THE UNITED STATES WILL EVER AGAIN BE A  
GOOD MARKET FOR TOBACCO PRODUCTS.**

**THE CURVE IS GOING DOWN AND ACCELERATING.**

**BUT IF WE HAVE BEATEN THE CIGARETTE INDUSTRY ON ITS OWN  
HOME TURF WE'VE DRIVEN THEM TO SCOUR THE REST OF THE  
EARTH FOR NEW VICTIMS.**

**THE TOBACCO INDUSTRY -- AS YOU ALL KNOW, I AM SURE -- HAS TARGETED THE LESS DEVELOPED AND DEVELOPING COUNTRIES OF THE WORLD AS THEIR MOST PROMISING MARKETS FOR THE 1990s.**

**IT IS THE HEIGHT OF HYPOCRISY FOR THE UNITED STATES, IN OUR WAR AGAINST DRUGS, TO DEMAND THAT FOREIGN NATIONS TAKE STEPS TO STOP THE EXPORT OF COCAINE TO OUR COUNTRY WHILE AT THE SAME TIME WE EXPORT NICOTINE, A DRUG JUST AS ADDICTIVE AS COCAINE, TO THE REST OF THE WORLD.**

**ANOTHER ISSUE OF PUBLIC POLICY ON WHICH WE NEED TO SET  
OUR SIGHTS CONCERNS CIGARETTE VENDING MACHINES.**

**HERE IS ANOTHER EXAMPLE OF THE CODDLED CIGARETTE  
COMPANIES.**

**IT IS ILLEGAL TO SELL BOTH ALCOHOL AND CIGARETTES TO  
MINORS. THAT IS BECAUSE ALCOHOL AND NICOTINE ARE THE  
TWO MAJOR LEGAL ADDICTING DRUGS IN OUR SOCIETY.**



**WE WOULD NEVER TOLERATE SELLING ALCOHOLIC BEVERAGES  
IN VENDING MACHINES, BUT SOMEHOW WE TOLERATE  
CIGARETTE VENDING MACHINES.**

**IT IS SAD EVIDENCE OF OUR FAILURE TO TAKE SERIOUSLY THE  
DANGERS OF SELLING THIS ADDICTING DRUG NICOTINE TO  
MINORS.**

**THE CIGARETTE VENDING MACHINES SHOULD BE THE NEXT  
TARGET IN THE CRUSADE AGAINST SMOKING.**

**NO DOUBT IN THE SESSIONS THAT FOLLOW, YOU CAN DEVELOP  
MORE COMPLETE TACTICS FOR THESE AND OTHER STRATEGIC  
ISSUES.**

**I MAY HAVE HUNG UP THE UNIFORM OF THE SURGEON GENERAL,  
BUT I HAVEN'T RETIRED FROM THE FIGHT AGAINST SMOKING.**

**TOGETHER, WE'RE GOING TO WIN IT.**

**THANK YOU.**

**# # #**

**extra stuff in case you need/want to slip it in somewhere:**

**AND THOSE EFFORTS HAVE BEEN HIGHLY SUCCESSFUL,  
THANKS TO THE COMBINED EFFORTS OF ...**

**\* GOVERNMENT ALL LEVELS -- FEDERAL, STATE AND  
LOCAL ... \* THE HEALTH PROFESSIONS, WITH THE  
AMERICAN MEDICAL ASSOCIATION ITSELF LEADING THE  
WAY ...**

**\* MANY PRIVATE, NON-PROFIT ORGANIZATIONS SUCH AS  
THE AMERICAN CANCER SOCIETY, THE AMERICAN HEART  
ASSOCIATION, AND THE AMERICAN LUNG ASSOCIATION  
HAVE ALSO BEEN INVOLVED NOT ONLY IN EDUCATION BUT  
ALSO IN SMOKING CESSATION PROGRAMS ... \* AND**

**PRIVATE**

**INDUSTRY HAS**

**BECOME A  
PARTNER AS  
WELL,  
ESPECIALLY  
THE  
INSURANCE  
INDUSTRY,  
WHICH OF  
COURSE LOSES  
MONEY ON  
PEOPLE WHO  
SMOKE.**

**THE ROLE OF GOVERNMENT HAS BEEN VERY IMPORTANT  
OVER THE PAST 25 YEARS ... IMPORTANT IN BOTH POSITIVE AND  
NEGATIVE WAYS. FOR EXAMPLE, ON THE POSITIVE SIDE, ...**

**\* GOVERNMENT HAS RAISED EXCISE AND SALES TAXES**

**ON CIGARETTES, MAKING CIGARETTES MORE AND MORE OF  
A PAINFUL POCKETBOOK ISSUE FOR SMOKERS, ESPECIALLY  
THOSE SMOKERS WHO ARE STILL UNCONVINCED BY THE  
OVERWHELMING RESEARCH DATA AVAILABLE. EVEN SO,  
TAXES WOULD HAVE TO BE DOUBLED TODAY, JUST TO KEEP  
UP WITH INFLATION.**

**\* GOVERNMENTS -- FEDERAL, STATE, AND LOCAL -- HAVE  
SEVERELY RESTRICTED THE AREAS WHERE PEOPLE CAN  
SMOKE IN PUBLIC. AT THIS TIME, ALL 50 STATES PLUS THE  
DISTRICT OF COLUMBIA HAVE SOME KIND OF LAW  
RESTRICTING SMOKERS IN SOME WAY OR PROHIBITING  
SMOKING IN CERTAIN PUBLIC PLACES ALTOGETHER.  
IT IS NOW ILLEGAL TO SMOKE ON MOST PUBLIC  
CONVEYANCES ... IN MOST RETAIL STORES AND  
RESTAURANTS ... IN VIRTUALLY ALL GOVERNMENT  
BUILDINGS ... IN ALL THEATERS AND SPORTS CENTERS ...**

**AND IN MANY PLACES WHERE PEOPLE WORK.**

**\* GOVERNMENT HAS ALSO ORDERED NEW AND STIFFER HEALTH WARNINGS TO BE ROTATED AMONG CIGARETTE PACKAGES AND ALL ADVERTISEMENTS. AND I LOOK FORWARD TO "ADDICTION" BEING ADDED TO LABELS BY THIS CONGRESS.**

**THAT'S QUITE A GOOD RECORD ... AND I'VE JUST TOUCHED UPON A FEW HIGH SPOTS. BUT GOVERNMENT -- AND HERE I MEAN JUST OUR NATIONAL GOVERNMENT -- HAS ALSO DONE A FEW NEGATIVE THINGS. FOR EXAMPLE...**

**\* IT HAS EXCLUDED TOBACCO AND TOBACCO PRODUCTS FROM CERTAIN REGULATORY ACTIVITIES COVERING HAZARDOUS OR TOXIC SUBSTANCES AND FROM MOST PACKAGING AND LABELING RESTRICTIONS, EXCEPT FOR THE SURGEON GENERAL'S WARNING.**

**\* TOBACCO, BY FEDERAL LAW, IS ALSO NOT  
CONSIDERED TO BE EITHER A FOOD, A DRUG, OR ANY  
OTHER KIND OF CONSUMER PRODUCT. IT REMAINS A  
UNIQUE SUBSTANCE, VIRTUALLY OUTSIDE THE REGULATORY  
ENVIRONMENT. AND IN OUR SYSTEM OF GOVERNMENT,  
THAT MEANS OUTSIDE STATE AND LOCAL REGULATION AS  
WELL.**